

## Corporate Social Responsibility among Hotels in Ilocos Region

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### *Abstract*

This study aimed to determine the profile of the guests in terms of the present profile of the customer/guests sex, age, nationality, reason for travel and frequency of visit; determine the level of application of internal corporate social responsibility by the hotels in terms of eco-friendly initiative, community service and charitable contributions; test the significant difference on the assessment of hotel image when group according to profile variables; test the significant relationship between hotel image and corporate social responsibility; and proposed a framework based from perceived value of guests to improve the corporate social responsibility for hotels in Ilocos Region. This research used descriptive method, utilized adapted questionnaires which was distributed to 385 resort/ hotel guests in the province. According to the result, majority of the guests were dominated by male, belongs to GenX, local guests, who are visiting the family once a year. The level of application of internal corporate social responsibility by the hotels in terms of eco-friendly initiative, community service and charitable contributions are considered by the guests as very valuable. It was found out that Significant difference on customers responses to internal corporate social responsibility when grouped according to sex with males who have significant higher response, age where GenX have significant higher response, nationality where local guests have higher significant responses however, as to public relations foreign guests were identified to have significant higher response, as to reason for travel where local guests have significant higher response who frequently visits the family and religious activities once a year.

**Keywords:** corporate social responsibility, charitable contribution, Ilocos region

## Corporate Social Responsibility among Hotels in Ilocos Region

### 1. Introduction

In today's socially conscious environment, employees and customers place a premium on working for and spending their money with businesses that prioritize corporate social responsibility (CSR). This has something to do with in maintaining business image for customers, guests, visitors will value the services availed. The role of CSR has been an important topic studied by both scholars and practitioners in recent decades. CSR is related to a company's commitment to its societal obligations. Recently, researchers have begun to include CSR in loyalty behavior models. A socially responsible image of hotels and restaurant can differentiate a brand and enhance customer loyalty. Corporate social responsibility helps to enhance sustainability of the hospitality industry and retain customers Matilla (2016). Relevant studies have proposed that CSR directly generates customer loyalty according to Martínez, (2016). However, since perceived CSR is a complex construct, some scholars are not convinced that customers will take it into account when they decide which hotel to choose.

Corporate Reputation (CR), one of the main factors related to any industry's sustainability, has been linked to perceived CSR and corporate ability Dacin (2015) suggested that customer-perceived CSR events and CR are two intangible resources that might greatly benefit hotels. Recently, researches have shown the effectiveness of transparency in safeguarding the efficiency of companies' CSR enterprises (Kang, 2016). In connection to that, it is important for hotels to engage in a stronger marketing value to promote the industry with the presence of CSR, however, even it is voluntary, the presence of a program have a positive impact to the hotel. The nature and characteristics of the services industries and especially the hotel sector render social initiatives which are salient to several desired outcomes expected by the management.

From the study conducted by the Provincial tourism office, the presence of the CSR as it was integrated in their marketing value in hotels were not that strong since not all hotels in the province have the capacity for a manpower to support a program since pandemic still prevails. The findings served as basis of the researcher to pursue and conduct this study. Customers nowadays finds place where they can enjoy and relax so that they could have a great experience during their out-of-town vacation specially in planning to stay in a hotel and try to experience eating local dishes served by popular restaurant. As of today, there were a lot of existing eat all you can food avenues where they cooked special dishes and including exotic ones. This are called reputational benefits accruing from social initiatives of hotels and restaurants which results in customers' willingness to pay premium prices that often times enable hotel and restaurant companies survive seasonal industry demand and unfavorable economic cycles.

Demographic segments like younger generations, millennials, socially conscious consumers create and nurture demand for green classy hotels, a growing niche which takes into account sustainability when making hotel decision choices. Hence, providing quality services and innovations as to trends to customers will make the business company have a good image and makes it a reputable institution. Nowadays, great competition arises among business firms having some trademarks to market services and products. There came out about "hashtags" or taglines in order to advertise a product or services. The use of social media becomes a very useful means for business owners to market new products, new designs as well as services to people.

In view of the researcher, for hotels to retain its brand name even this pandemic era due to COVID 19, the hotels have to perform CSR. This has to be considered by the hotel management since competition in the hospitality industry is becoming fierce, thus, maintaining existing customers are a crucial move for hotels to obtain a sustained competitive advantage over the other businesses hence, the marketing value has to be strengthened through assessing how CSR is a great help as a strategy to achieve desired outcomes. The idea is to investigate the relationship of the variables which are closely associated with its success and then perform

various multivariate interdependent analyses to study the relationship between them. Hence, this research was conceptualized.

### *1.1 Objectives of the Study*

This study assessed the marketing value, image and corporate social responsibility of the hotels in Ilocos Region. Specifically, presented the profile of the customer/guest in terms of sex, age, nationality, reason for travel and frequency of visit, identified the level of value application of internal corporate social responsibility by the hotels in terms of eco-friendly initiative, community service and charitable contributions; test the significant difference on the assessment corporate social responsibility when grouped according to profile; proposed a perceived value framework to improve the corporate social responsibility for hotels Ilocos Region.

## **2. Methods**

**Research Design** - The researcher made use of the descriptive type of research to marketing value corporate social responsibility among hotels and restaurants in La Union. According to Bluman (2016), descriptive statistics consists of the collection, organization, summarization, and presentation of data. The descriptive method was likewise described by Best (2017) to show the existing conditions or relationships that exist; practices that prevails, beliefs, points of view or attitudes that are held, process that are going on, effects are felt, and trends that are developing.

**Participants of the Study** - It utilizes numerical and graphical methods to help the research analyze data from the 385 guests as respondents who are staying in the identified hotels and resorts in the Province of La Union through purposive sampling as it was approved during the panel discussion in the research proposal.

**Data Gathering Instrument** - A survey questionnaire was used to gather data. The questionnaire was divided into two (2) parts. Part I contains the profile of the respondents. Part II determined the level of application of internal corporate social responsibility by the hotels and restaurants in La Union as to eco-friendly initiative, community service, and charitable contributions. The questionnaire was based on the study of Kim (2016) which was approved by the research panels. Finally, in the interpretation and analysis of data, the likert scale was used in the study. The Cronbach's Alpha and the internal consistency of 67 items in the Questionnaire. The Overall Cronbach's Alpha is 0.988 which showed that the Questionnaire reached an Excellent Reliability. Also, Cronbach's Alpha of the constructs in Part I of the Questionnaire was 0.987, 0.839, 0.926, and 0.977 respectively have Good and Excellent Reliability. The Cronbach's Alpha of the constructs in Part II of the Questionnaire was 0.878, 0.883, 0.925, and 0.940 respectively which also have Good and Excellent Reliability. The Cronbach's Alpha of the constructs in Part III of the Questionnaire was 0.938, 0.906 and 0.960 respectively have an Excellent Reliability. With regards to the Cronbach's alpha of all the constructs, it showed that all the items of the Questionnaire appeared to be worthy of retention.

**Data Gathering Procedure** - The researcher floats the survey questionnaire to the identified respondents in the selected hotels and restaurants in the City of San Fernando and selected hotels from the identified towns in La Union which were in low risks area during the pandemic period. After which, it was refined and improved based from the suggestions of the adviser as well as the members of the Graduate School Panels during the Pre-Oral Defense. It was finally refined before the actual floating of the questionnaire. A formal letter was sent by the researcher to the Provincial Administrator in charge to tourism and industry in La Union.

**Data Analysis** - The data was tallied, encoded, and interpreted using descriptive statistics. Frequency distribution and percentage will be used to present the profile of the respondents. Weighted mean and ranking were used to determine the level of perceived marketing value of hotels and restaurants in La Union and hotel and restaurant image, ANOVA was used to test the significant difference on the assessment of the respondents. Mann Whitney U test was used to test the significant difference on sex and nationality with two categories while Kruskal Wallis Test was used to test the significant difference of those profile with three (3) or more categories.

**Ethical Consideration** - To observe highly confidential nature of the survey and the interviews, no names will be mentioned in the report. The identity of the respondents will not be revealed except they are hotel and restaurant managers. No personal opinion will be given by the researchers, only information and results based on the data gathered. The research participants should not be subjected to harm in any ways the results or findings of the study. The study considered high respect of the dignity of research be prioritized and full consent from the respondents and management was obtained from the participant prior to the study. Lastly, the protection of the privacy of research was ensured.

### 3. Results and Discussion

**Table 1**

*Profile of the Customers/Guests*

Profile	Category	Frequency	Percent
Sex	Male	228	59.2
	Female	157	40.8
Age	Boomers	43	11.2
	Gen X	160	41.6
	Millennials	151	39.2
	Gen Z	31	8.1
Nationality	Local	307	79.7
	Foreign	78	20.3
Reason for Travel	Visiting Family	185	48.1
	Leisure	64	16.6
	Business	92	23.9
	Religious	41	10.6
	Others	3	.8
Frequency of visit	Once a year	176	45.7
	Twice a year	143	37.1
	Thrice a year	47	12.2
	Quarterly	19	4.9

Table 1 presents the distribution of respondents' profile in terms of sex, age, nationality, reason to travel to Ilocos Region, and frequency of visit in Ilocos Region. In terms of Sex profile, majority of the respondents were males with 59% or 228 while the females were 41% or 157. It implies that males as tourists who visited the province outnumbered females. Based on the results of the reasons to travel, "visiting family and friends and business" got the highest frequency which adheres to the family-oriented of most of the tourists and male business owners who visited the province. This finding agrees with De Vera (2016) that majority of the members of the business owner's association in the Ilocos region are males. The researcher also perceived that the respondents were males who were associated to business enterprises in the province of La Union.

In terms of Age profile, most of the respondents were Generation X (1960-1979) aged 41 – 60 years old with 41.6% or 160, followed by Millennials (1980-1994) aged 26 – 40 years old with 39.2% or 151, then Boomers (1940- 1959) aged 61 years old and above with 11.2% or 43, and Gen Z (1995-2010) aged 10-25 years old with 8.1% or 31 only. The results showed that most of the visitors in the province are aged 41-60 and 26-40 who liked travelling. They could be a family member of the business owners who visits the province within the age bracket of 41-60 and 26-40 while the generation Z could be attributed to the group of people who wants experience leisure and adventure in the identified places. This corresponds from the provided data of the local government of La Union that most of the Filipino who enters La Union province at the beginning of the 2021 first quarter belongs to the age bracket of generation X and Y. This result agrees to the guidelines set by the Inter-Agency Task Force (2020) along with the localized GCQ rules set by the Provincial government of La Union.

In terms of Nationality, most of the respondents were Local Filipinos with 79.7% or 307 while foreign nationals have only 20.3% or 78. Most of the tourists here in our country were Filipinos and there was a restriction with foreign nationals because of the Covid-19 pandemic safety health protocols that were being

implemented by the Government of the Philippines. That is why there was only few foreign nationals here in our country as tourists especially here in Ilocos Region. This result agrees to the guidelines set by the Inter-Agency Task Force (2020) along with the localized GCQ rules set by the Provincial government of La Union.

In terms of Reason for travel in Ilocos Region, visiting family and friends is the most reason with 48.1% or 185, followed by Business with 23.9% or 92, next Leisure with 16.6% or 64, then Religious with 10.6% or 41, and Others (Relief Goods) the least reason with 0.8% or 3. It implies that majority of the tourists traveled in Ilocos Region because of their family and followed by business owners in the province are stakeholders nearby La Union. The neighboring province are Pangasinan, Ilocos Norte, Ilocos Sur and Benguet. This corroborates from the findings of Alarcon (2016) that majority of the business adventures located in the province of La Union were partnership and this partnership needs stakeholders or members to compose the organization.

In terms of Frequency of visit in Ilocos Region, “once a year” is the most frequent visit with 45.7% or 176, followed by “twice a year” with 37.1% or 143, next “thrice a year” with 12.2% or 47, and the least was “Quarterly” with 4.9% or 19. In view of the researcher, it simply implies that business owners and stakeholders quarterly visits the business where they belong, and another possibility is that tourists come and go regularly as they visit the different leisure places and family relatives. According to Munar (2017), the increase in the rate of tourist visitation were during holiday season and long weekend where family members can spend enough time together.

Table 2 presents the value application of internal corporate social responsibility by the hotels and restaurants in La Union as to eco-friendly initiative showing composite mean of 3.52 interpreted as very valuable. The respondents believed that the eco-friendly initiative is very valuable in having the hotel considers environmental sanitation as requirement for seeking government permit (WM=3.58, SD=0.66), ranked first followed by purchasing equipment passed quality control by the DTI (WM=3.54, SD=0.70). For having concerns and issues as customer is addressed immediately in terms of all kinds of pollution like noise, water, air pollution, etc. (WM=3.51, SD=0.66).

**Table 2**

*CSR of the hotels and restaurants in La Union as to Eco-Friendly Initiative*

Eco-Friendly	WM	SD	VI	R
1.The hotel considers environmental sanitation as requirement for seeking government permit.	3.58	0.66	VV	1
2.The hotel makes use of environmentally friendly equipment/machines in daily operations like kitchen equipment, aircon etc.	3.46	0.70	V	6
3.Purchased equipment passed quality control by the DTI	3.54	0.70	VV	2
4.The hotel considers environmental sanitation as a practice in their daily operations.	3.51	0.69	VV	4
5.Concerns and issues as a customer is addressed immediately in terms all kinds of pollution like noise, water, air pollution etc.	3.51	0.66	VV	3
6.Spearheaded some tree planting activities or participates to international coastal clean-up drive.	3.49	0.69	V	5
Composite Mean	3.52	0.60	VV	

Scale: 3.50-4.00: Very Valuable (VV); 2.50-3.49: Valuable (V); 1.50-2.49: Less Valuable (LV); 1.00-1.49: Needs Improvement (NI).

This implies that environmental sanitation must be observe and implemented to all the hotels, resorts, and restaurants in La Union to preserve the beauty of the province and to protect the natural resources that were being utilized since La Union was famously known by foreign or local travelers as one of the most numbered to be visited in the Ilocos region due to surfing activities. Maintaining the cleanliness and eco-friendliness of a hotel, resorts and restaurant are very important to attract more tourists and customers in the province of La Union.

According to Espinosa (2018), hotels must follow standards on sanitation to protect the environment and other natural resources. Accordingly, sustainable hospitality requires hotels to reduce their consumption of resources like energy and water. Naturally as per view of the researcher this tends to lower the costs of energy consumption for hotels and resorts by using eco-friendly service equipment to accommodate hotel guests like environment friendly air-conditions. Most customers like to stay in hotels which is an eco-friendly since it allows

them to know that they're helping the environment. Having the hotel considers environmental sanitation as a practice in their daily operations (WM=3.51, SD=0.69) is considered very valuable. For having spearheaded some tree planting activities or participates to international coastal clean-up drive (WM=3.49, SD=0.69) was valuable and having the hotel make use of environmentally friendly equipment/machines in daily operations like kitchen equipment, air-con, etc. (WM=3.46, SD=0.70) was valuable and obtained the least weighted mean scores.

This implies that having an environmentally friendly equipment/machines in the operations like kitchen equipment, air-con, and many others were also very important in initiating eco-friendly to the environment to sustain the freshness, beauty, and cleanliness of the province to be a greater place in catering tourists and customers to the hotels and restaurants in the province. Although this was revealed as the least weighted mean scores it has a very important role to have a positive look and ambiance especially on the value application of internal corporate responsibility by the hotels and restaurants in La Union as to eco-friendly initiative. According to Lamarck (2020), in the air condition industry, it is best for hotels to purchase brands of air condition which has specifications low in the emission of hydrofluorocarbons or (HFCs), which really has great contribution to greenhouse emission which slowly destroys the Earth's ozone layer. Accordingly, the study further suggested that the presence of the "energy star certification" is best advised for hotels to use since the energy star is internationally backed symbol that signifies the products' emergency efficiency as confirmed by the study of Borbon, (2020) which proves that hotel established often practiced CSR in relation to environment effort.

Table 3 presents the value application of internal corporate social responsibility by the hotels and restaurants in La Union as to community service showing composite mean of 3.51 interpreted as very valuable. The respondents believed that the community service is very valuable in initiating program for the community improvement especially to the barangay where the hotel is located e.g. clean-up drive in along the roads, coastal clean-up, and etc. (3.56), ranked first followed by promoting a capacity team building activities among employees which serves as a part of the hotel community involvement (3.51). For having the hotels participates to government community improvement project e.g fun run for a cause, etc. (3.50).

This implies that community service to the barangay where the hotel and restaurant located must be initiated like along the road and coastal clean-up drive to help also in the improvement of the community. Helping each other makes the environment clean, orderly, and very beautiful that will also attract more tourists as well as to maintain the cleanliness of that barangay. All the stakeholders, people in the community, customers and tourists will have a peaceful and beautiful place to live in, to work in, to stay in, and to visit among the loyal tourist to all the hotels and restaurants in the province of La Union.

**Table 3**

*CSR of the hotels and restaurants in La Union as to Community Service*

Community Service	WM	SD	VI	R
1.The hotels participates to government community improvement project e.g fun run for a cause etc.	3.50	0.70	VV	3
2.Engage to community partners where the hotel is located.	3.49	0.70	V	4.5
3.Initiates program for the community improvement specially to the barangay where the hotel is located e.g clean up drive in along the roads, coastal clean-up etc.	3.56	0.67	VV	1
4.Promotes a capacity team building activities among employees which serves as a part of the hotel community involvement.	3.51	0.66	VV	2
5.Abides to the community existing local policies	3.49	0.65	V	4.5
Composite Mean	3.51	0.61	VV	

Scale: 3.50-4.00: Very Valuable (VV); 2.50-3.49: Valuable (V); 1.50-2.49: Less Valuable (LV); 1.00-1.49: Needs Improvement (NI).

This way is for the hotels corporate social responsibility comes in where people are connected to the business firm which I return can give programs to residents benefits as to environmental sanitation is a concern project. It is good to note that hotels are very much willing to do like clean and green programs to which both the business firms and local people are benefitted.

The findings corroborate to the study of Wilksmen (2017), that the more the hotels and resort industries conduct clean and green activities for the community, the more it will gain better reputation, improved in its brand image, increases sales and possibly achieves respect from the people. In view of the researcher, another return of investment will be expected since the business firms can be very visible to investors and increases in loyalty of customers.

Having engage to community partners where the hotel is located (WM=3.49, SD=0.70) is considered valuable both for having abide to the community existing local policies (WM=3.49, SD=0.65) was valuable and the least weighted mean scores. This implies that having engage to community partners where the hotel is located and abiding the community existing local policies have a valuable application of internal corporate responsibility by the hotels and restaurants in La Union as to community service. Although these were revealed as the least weighted mean scores, they have a very important role to have a positive look and great impact especially on the value application of internal corporate responsibility by the hotels and restaurants in La Union as to community service. Abiding to the community existing local policies will lead to have a good and smooth relationship between the partnership of the community and the management of the hotels and restaurants in the province of La Union.

This finding corroborates from the claim of Burns (2016), that by abiding to local community policies, the hotels gain respect from the locality. One measure of paying respect to local policies are the existing projects for a sustainable clean and green environment as well as to hiring local people who are qualified to work in the business which can be attributed to corporate social responsibility. In view of the researcher, the hotel industry was able to help the local people and were able to convince them to advocate the hotel industry which have the program to protect the environment where the local live.

Table 4 presents the value application of internal corporate social responsibility by the hotels and restaurants in La Union as to charitable contributions showing composite mean of 3.42 interpreted as valuable. The respondents believed that the charitable contributions are very valuable in providing a reasonable discount to special events/occasions (WM=3.60, SD=0.64), ranked first followed by having the hotel maintains a good image hence many visitors come back to avail their services (WM=3.49, SD=0.65) which was valuable. For having experience discount rates as a regular customer (WM=3.46, SD=0.66). This implies that providing a reasonable discount to special events/occasions as a charitable contribution have a great impact and very valuable to the customers. The tourists/customers cherished every single reward and discount that has offered to them especially on the special events/occasions of their lives. Offering discounts on rates or prices is one of the best strategies to quickly catch attention of the people into hotels services.

**Table 4**

*Value Application of Internal CSR by the hotels and restaurants in La Union as to Charitable Contributions*

Charitable contributions	WM	SD	VI	R
1. Conducts gift giving	3.44	0.80	V	4
2. Provides a reasonable discount to special events or occasions	3.60	0.64	VV	1
3. Provides scholarship grants to sons/daughters of loyal employees who served more than 5 years and above in the hotel and restaurant.	3.24	1.04	V	6
4. The hotel maintains a good image hence many visitors come back to avail their services	3.49	0.65	V	2
5. experience discount rates as a regular customer	3.46	0.66	V	3
6. experience providing valuable tokens from hotel to loyal guests.	3.31	0.90	V	5
Composite Mean	3.42	0.66	V	

Scale: 3.50-4.00: Very Valuable (VV); 2.50-3.49: Valuable (V); 1.50-2.49: Less Valuable (LV); 1.00-1.49: Needs Improvement (NI).

At any time, it is just informing customers that they can save money, they are likely to get their attention. Discounts don't only guests, they also help the business. From increased sales to improved reputation and image, discounts may be that one factor that can bring business increase its income (Micksen, 2019).

Having conducts gift giving (WM=3.44, SD=0.80) is considered valuable followed by experience providing valuable tokens from hotel to loyal guests (WM=3.31, SD=0.90) was valuable. For providing scholarship grants

to sons/daughters of loyal employees who served more than 5 years and above in the hotel and restaurant (WM=3.24, SD=1.04) was valuable and the least weighted mean scores.

This implies that providing scholarship grants to sons/daughters of loyal employees who served more than 5 years and above in the hotel and restaurant have a valuable application of internal corporate responsibility by the hotels and restaurants in La Union as to charitable contributions. Although this was revealed as the least weighted mean scores, it has a very important role to have a positive and great impact especially on the value application of internal corporate responsibility by the hotels and restaurants in La Union as to charitable contributions. Providing scholarship grants to sons/daughters of loyal employees leads to have a strong, smooth, and harmonious relationship between employees and the management of the hotels and restaurants in the province of La Union. If your staff are bright and motivated, the level of engagement from guests will increase and their mood will shift to mirror that of who is serving them. In addition, happy staff are proud staff, and proud staff deliver excellent customer service, which leads business to attain success (Padilla, 2019).

Table 5 presents the significant difference on internal CSR when grouped according to profile. Significant difference exists on the application of internal CSR ( $z=-3.824, p<.01$ ) where male respondents have significantly higher response than females. The same result of differences exists for sub-variables of internal CSR as indicated by the computed p-values which are less than 0.01 alpha level. It implies that male guests are very much willing to help the hotel industry in their existing program on social corporate responsibility. But this does not mean that females do not volunteer themselves on this kind of activity. In contrary, it was found out that females are much more willing to contribute some of their earnings for donation and charity purposes than male. In addition, there is evidence that more women report valuing environmentally sustainable programs than men (Godwyn, 2016).

Significant difference exists on the application of internal CSR ( $x^2=31.491, p<.01$ ) where GenX respondents have significantly higher response than GenZ. Same result obtained for the remaining sub-variables as indicated by the computed p-values of less than 0.01 alpha level. It implies that GenX are more inclined to help hotel industries to its corporate social responsibility like extended program and services in protecting the environment. It is observed that the GenX people are mature enough through experience as compared to GenZ. But even GenZ have lower response than GenX, the generation still knows their responsibility towards corporate social responsibility. A data showed by Fischer (2017), that 72 percent of GenZ are also willing to spend more on products that came from business firms who are committed to response to positive social environment impact. It indicates that this generation are becoming mature in decision making in helping the environment like the GenZ.

Furthermore, significant difference exists on the responses for internal corporate social responsibility (CSR) ( $z=-2.804, p<.005$ ) when the respondents were grouped according to nationality where local guests and customers have significantly higher response than foreign guests. The same result is true for community service ( $z=-2.258, p=0.024$ ) and charitable contributions ( $z=-2.059, p=0.039$ ) except for eco-friendly initiative ( $z=-.794, p=.427$ ) with no significant difference between local and foreign guests.

The internal CSR as perceived by the respondents have a great difference with regards to the nationality of the tourists that visited the province of La Union. The data revealed that local guests and customers were very much valued the application of internal corporate social responsibility by the hotels and restaurants in La Union than the foreign guests. The same result confirmed with the study of Borbon, (2019) as to community service and charitable contributions by the hotels and restaurants as perceived by the local guests and customers which are the Filipinos that initiation community improvement like road and coastal clean-up drive is very important as well as promoting capacity team building activities among employees which serves as a part of the hotel community involvement, and participating to government community improvement project like fun run for a cause than the Foreign nationals perceptions because foreigners did not live in a community or barangay where the hotel was located and they are just a tourists that not staying a long time to the hotel and they will also return to their own country in short period of time.

Simply, foreign guests were not residents here in our country. As to charitable contributions by the hotels



and restaurants as perceived by the local guests and customers which are the Filipinos that providing a reasonable discount to special events, maintaining good image to avail again their services and experienced discount rates for regular customers were very valuable to the local guests than the foreign guests. We Filipinos valued most every single reward and discount that has offered to us most especially on special events or occasions.

**Table 5**

*Significant Difference on Internal CSR when grouped according to Profile*

Sex	Male	Female	z-value	P-value		
Eco-Friendly Initiative	206.48	173.42	-2.960**	.003		
Community Service	209.79	168.62	-3.730**	<.01		
Charitable contributions	215.79	159.91	-4.944**	<.01		
INTERNAL CSR	210.94	166.94	-3.824**	<.01		
Age	Boomers	GenX	Millenials	GenZ	x <sup>2</sup>	p-value
Eco-Friendly Initiative	202.78	200.32	198.65	114.15	18.131**	<.01
Community Service	155.83	214.68	198.51	105.81	33.119**	<.01
Charitable contributions	165.97	212.83	196.69	110.23	25.999**	<.01
INTERNAL CSR	156.40	212.57	201.41	101.77	31.491**	<.01
Nationality	Local	Foreign	z-value	p-value		
Eco-Friendly Initiative	190.80	201.64	-.794	.427		
Community Service	199.17	168.71	-2.258*	.024		
Charitable contributions	198.77	170.31	-2.059*	.039		
INTERNAL CSR	200.99	161.55	-2.804**	.005		
Reason for Travel	Visiting Family	Leisure	Business	Religious	x <sup>2</sup>	p-value
Eco-Friendly Initiative	204.46	141.23	183.46	229.54	22.639**	<.01
Community Service	202.31	122.63	208.29	212.54	33.203**	<.01
Charitable contributions	203.77	125.84	204.49	209.49	28.475**	<.01
INTERNAL CSR	210.41	120.71	192.12	215.29	33.850**	<.01
Frequency of Visit	Once/yr	Twice/yr	Thrice/yr	Quarterly	x <sup>2</sup>	p-value
Eco-Friendly Initiative	191.63	213.60	189.01	60.50	34.09**	<.01
Community Service	200.55	199.43	200.16	57.00	32.664**	<.01
Charitable contributions	200.36	206.52	176.77	63.18	31.009**	<.01
INTERNAL CSR	194.26	208.22	195.56	60.45	29.862**	<.01

Note: \*\*Significant at  $p < .01$ ; \*Significant at  $p < .05$  (2-tailed).

The findings corroborate from the study of Ron (2019), that for hotels to adapt to international standards, they must abide to rules set under the program of having corporate social responsibility. It was mentioned the social benefits of social corporate responsibility and to mention was to improve public image, increased brand awareness and recognition, cost savings and an advantage over competitors. There is a significant difference on the responses for application of internal CSR ( $\chi^2=33.85$ ,  $p < .01$ ) where those respondents whose reasons are visiting family and religious activities have significantly higher response than those reason is for business.

The internal CSR as perceived by the respondents have a great difference with regards to the reason for travel in the province of La Union. The same result as to eco-friendly initiative, community service, and charitable contributions. The data revealed that the guests and customers' main reasons in visiting Ilocos Region were "visiting their family and having religious activities" than those for business only. Most of the guests were Filipinos that were family oriented and very devoted to their religions and they visit a particular place especially in La Union for religious gatherings and purposes. Filipinos were also identified as one the most religious individuals. A heritage site and churches were very important to them to maintain its value and to preserve as cultural and religious heritage.

According to Estacio, (2018), Filipinos place high regard and put importance on their family before anything else. The yearly visit of family members regards it as one of the important events that happens during special occasions and event like yearly family reunions. As they visited their loved ones, they always find pleasurable time to go out and visit places where they can have bonding moments together to which one of the important characteristics of being a Filipino.

Significant difference exists on the overall perceived market value ( $x^2=12.503$ ,  $p=.006$ ) when grouped according to frequency of visit where those respondents who visited La Union three times a year have significantly higher response than those who visited the place quarterly. The same result is true for its sub-indicators for psychological value ( $x^2=18.206$ ,  $p<.01$ ), social value ( $x^2=10.952$ ,  $p=0.012$ ), monetary value ( $x^2=7.886$ ,  $p=0.048$ ). However, no significant difference exists on functional value ( $x^2=7.214$ ,  $p=0.065$ ). Meanwhile, those who visited the place twice a year in La Union have significantly higher response on internal CSR ( $x^2=29.862$ ,  $p<.01$ ) than those respondents who visited quarterly.

The internal CSR as perceived by the respondents have a great difference with regards to the frequency of visit in the province of La Union. The data revealed that the guests and customers most frequent visit in Ilocos Region was “twice a year” than those respondents who visited quarterly. Ilocanos were also identified as one the most responsible individuals who loved to maintain the cleanliness, orderliness, and peacefulness of places in the province of La Union. The findings corroborate from the study of Alfonso (2018), that as the tourists travel in the Ilocos region still finds time to support to the program of the hotel they choose to avail services. Majority of the travelers choose hotels who are environmentally friendly which follows international standards operations. It is important to every hotel the ISO since it emphasizes sustainability and promotes positive image in the community.

#### 4. Conclusions and Recommendations

Majority of the customers/ guests were dominated by male, belongs to GenX, local guests, who are visiting the family once a year. The level of application of internal corporate social responsibility by the hotels in terms of eco-friendly initiative, community service and charitable contributions are considered by the respondents as very valuable. Significant difference on customers responses in internal corporate social responsibility when grouped according to sex with males who have significant higher response, age where GenX have significant higher response, nationality where local guests have higher significant responses however, as to public relations foreign guests were identified to have significant higher response, as to reason for travel where local guests have significant higher response who frequently visits the family and religious activities once a year.

It was recommended that the hotel owners and managers to further improve the facilities venues like function halls to make it an attractive place for large number of people for social gatherings; That the hotels market value be sustained by the owners and managers as to functionality, monetary value, social value, psychological value since customers and guests perceived it as very valuable for guests’ satisfaction with their family members during their stay.; That the hotels in La Union may intensify programs and activities that will allow gender and equality in its operation; That the hotel and restaurant owners’ association in partnership with the provincial tourism office to conduct programs and activities related to eco-friendly initiative as part of the corporate social responsibility of hotels in the province. A follow-up study will be undertaken after a year to further evaluate the services of hotels in the Province of La Union.

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